



**THIS IS A  
WAR**

**METH IS THE ENEMY**

**THIS IS HOW WE FIGHT  
AND WIN**

IDAHO METH PROJECT

# IDAHO METH PROJECT

The people of Idaho are embarking upon a campaign to end a reign of terror that continues to grow despite our efforts to stop an army of meth merchants. Idaho is now in the top ten states for trafficking methamphetamines. Recently, in an attempt to make meth more attractive to younger users, the drug has even been arriving in chocolate and strawberry flavors and wrapped like candy.

Law enforcement experts and drug counselors agree that there has never been a drug that works so quickly with such devastating results. Lives are left in ruin, families are torn apart, crimes are committed, and the costs for trying to repair the lives and property damaged by the drug is costing millions of dollars in our state.

Using the model and materials developed by the successful Montana Meth Project, we can dramatically reduce meth's

popularity and growth. How? By targeting the most powerful sales tool for meth dealers: first-time trial usage. Based on the success of the Montana Meth Project's "Not even once," campaign, this is where the battle is won. Simply stated, we will do a better job un-selling meth than they do selling it.

Idaho will follow Montana's lead and launch a media campaign unprecedented in power and influence in our state. But it won't happen without your financial contributions. For the Idaho Meth Project to become a success here, it needs to be a grassroots, all-Idaho effort. No one is going to fight this battle for us. We need to recruit as many of us as possible to stand together and take on meth.

You're invited to join the ranks of the Idaho Meth Project.

## BUCK PRIVATE

**\$1 per year**

Receive a Not Even Once  
Meth wrist band.

## PRIVATE

**\$50 - \$500 per year**

Receive a Not Even Once  
Meth prevention T-shirt.

## MAJOR

**\$500 - \$10,000 per year**

Receive a Not Even Once  
Meth prevention T-shirt  
and a Meth-free household sticker.

## GENERAL

**\$10,000 - \$100,000 per year**

Receive a Not Even Once  
Meth prevention T-shirt  
and a Meth-free household sticker.

## CHIEF OF STAFF

**\$100,000+ per year**

Receive a Not Even Once  
Meth prevention T-shirt  
and a Meth-free household sticker.

THIS IS A FIGHT  
FOR THE MINDS  
AND HEARTS  
OF OUR YOUNG PEOPLE



# IDAHO METH PROJECT FINANCE GOALS

March 2007 Idaho Meth Project Founded/Funded  
April 2007 Launch Baseline Meth Use & Attitudes Survey  
May/June 2007 Idaho Meth Project Launched

- + Survey results published
- + Advertising launched: TV, radio, print, outdoor, theater
- + Web sites launched
- + Community action program begins

All membership fees will go towards the continued support of the advertising campaign. All members' names will be listed on our [www.idahometh.org](http://www.idahometh.org) website.

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## MAJOR

\$500 - \$10,000 per year

Receive a Not Even Once Meth prevention T-shirt and a Meth-free household sticker.

## GENERAL

\$10,000 - \$100,000 per year

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## CHIEF OF STAFF

\$100,000+ per year

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## YOU CAN MAKE A DIFFERENCE!

Become part of a group of dedicated people working together to save our children from the ravages of methamphetamines.

Get involved with the Idaho Meth Project and make a difference in the fight against methamphetamine in your community---in our state.

To donate by mail, send your check or money order to: The Idaho Meth Project-United Way  
PO Box 7963 • Boise, Idaho 83707

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ PHONE \_\_\_\_\_

DONATION \$ \_\_\_\_\_ CREDIT CARD \_\_\_\_\_ EXP \_\_\_\_\_

VOLUNTEER: COUNTY COORDINATOR \_\_\_\_\_ JR. HIGH COORDINATOR/SCHOOL \_\_\_\_\_

HIGH SCHOOL COORDINATOR/SCHOOL \_\_\_\_\_ NEIGHBORHOOD WATCH \_\_\_\_\_

SPEAKERS BUREAU \_\_\_\_\_

Contributions to the "Idaho Meth Project – United Way" are tax deductible under  
Section 501(c)(3) of the Internal Revenue Code.